



THE ULTIMATE LIST OF QUESTIONS THAT SELL

50 proven questions that build pain, urgency, and desire so you can close more deals, faster.

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Business Pain Questions

Uncovering High Priority Problems

1. What challenges would sting the most if they're still unsolved six months from now?
2. Why would leaving that unresolved hurt you in six months?
3. What's the single most nagging challenge you face with [X]?
4. How satisfied are you with how [pain area your product solves] works today? How much headspace does it take up?
5. Where does [problem] sit on your priority list? Top 3? Top 10?
6. Is this *the* challenge we should zero in on, or are there others that matter even more right now?
7. If you had a magic wand and could fix one thing about [pain area], what would you change first?
8. I'm sure you get dozens of cold calls a day — what made this one worth your time?
9. When you mention [challenge], what exactly do you mean? Can you unpack that for me?
10. Can you give me a concrete example?
11. How long has this been happening? Is it constant or more occasional?
12. What have you already tried to fix it? What worked, what didn't?

Negative Impact Questions

Building urgency and cost of inaction.

1. Earlier you shared what could derail you — how exactly would this challenge cause that derailment?
2. Walk me through the ripple effects this challenge is having across the business.
3. At the big-picture level, how is this challenge hitting the business overall?
4. Who else is feeling the impact (teams, roles, individuals), and in what way?
5. What's your rough estimate of how much this has cost the business so far?
6. Can I ask directly — how is this weighing on *you* personally?
7. Why is solving this now urgent versus pushing it down the road?
8. How is this issue affecting your [insert specific implication your problem creates]?
9. What are the biggest downsides of this challenge?
10. And what knock-on effects does that create?
11. How often does that happen?
12. What does that ultimately lead to?
13. And how often does that cycle repeat?

Solution Questions

Building a compelling buying vision

1. How important is solving [challenge] compared to everything else on your plate? Where does it rank?
2. What do you think it will take to solve this? And how would that move the needle for you?
3. Have you considered [insert unique capability]? How much impact do you think that could have?
4. What advantages would you gain if you had the capabilities you just described?
5. In what ways do you see [benefit your product delivers] helping you directly?
6. What outcome would matter most to the business — and what would that be worth?
7. Can I ask a blunt one — why does this matter to *you* personally?

Deal Progression Questions

Uncover and influence the buying process

1. Since we last talked, what's changed on your end?
2. Can you walk me through the steps your team needs to take to reach a confident yes/no?
3. Who else is part of those steps, and what matters most to each of them in the decision?
4. How are you planning to fund this project?
5. What needs to be true for us to lock in a commercial agreement by [date]?
6. What could stall or derail us from getting this done?
7. Is there any reason not to move forward now?

Demo Questions

Questions to ask for engaging
demos & presentations

1. How are you handling [X workflow] today?
2. How does this compare to how you're doing it now?
3. How useful do you see this being in your situation?
4. How do you picture your team using this?
5. How much is this resonating so far?
6. To what extent does this solve the [problem] you mentioned earlier?
7. What benefits do you see showing up in your world from this?
8. Where would you like to double-click with questions?
9. That seemed to land — what challenge in your business makes it hit home?
10. This doesn't seem to be resonating — where am I missing the mark?

CALIBER FOR REVENUE TEAMS

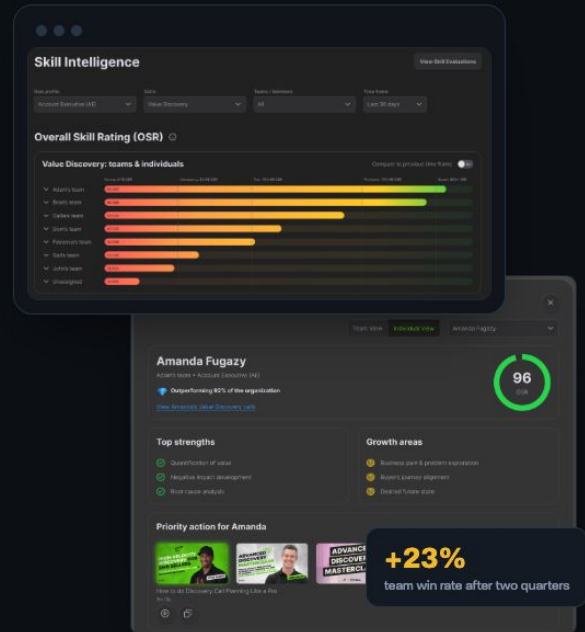
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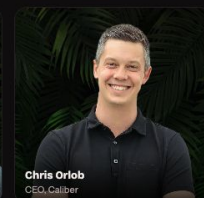
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